

January 2011: Our Favorite Thing

It's a New Year. And with that come the obligatory resolutions. I will do this good thing. I will. I will. I will. What we know from the research is that if you make a public commitment to do something—you are more likely to maintain that new behavior.

And this January—although it's cold and brisk in many parts of the country—our Favorite Thing will warm your heart. Because it's really a gift for you. From us. We know. We should have. And we did.



THE RED WELL

A Blog Aggregator For Views On Litigation Persuasion

[Ken Broda-Bahm](#) and [Erik Brown](#) have spear-headed a new blog aggregator called [The Red Well](#). What's it for? It compiles blogs from some of the nation's leading litigation consultants into one easy to keep track of website that you can stick in your favorite reader or simply bookmark to check often.

“The Red Well provides a one-stop opportunity to browse opinion and analysis on the subjects of litigation communication, persuasion, advocacy, and psychology relating to trial and pre-trial settings.”

So, thanks Ken and thanks to all of you out there who read our collective ideas and let us know when we do good work! [And who keep us making good on our resolutions to share our ideas and experiences through active and regular blogging.]

Editor's Note

2011. That happened fast! But we're ready (more or less). We're doing new things here at *The Jury Expert* in 2011. And we are excited about them. In our next issue, we'll have professional layout so you won't have to put up with my amateurish efforts any longer. (You are no more relieved than I!) And. Also in our next issue, we expect to have a new web design that will just amaze you. It will be beautiful. Trust me.

Also in 2011--we are introducing a new sort of respondent to the articles we publish from academics. So far, we have always had trial consultants respond to those pieces with thoughts on how they would (or would not) use the research findings in court. Now--we are adding in trial lawyers. Have you wished you could have your [tactful] say? Now you can. Just send me an email (rhandrich@keenetrial.com) and let me know you would like to respond to a *Jury Expert* article. You can see a how-to from Mark Bennett (a Houston criminal defense lawyer) in this issue. We thought it would be interesting to see how the thoughts of trial lawyers diverged and/or converged with the thoughts of trial consultants. So line up, oh gentle readers. Show us what you've got.

So in this issue of *The Jury Expert* you will find ways to do what you do better, smarter, and more efficiently. You will find ways to keep up with what's new, pack your bag (lightly), craft a SJQ for white collar crime cases, do better voir dire, consider how bifurcation interacts with hindsight bias, and get practical and useful tips for cheap DIY trial graphics. Just our effort to help you maintain your resolutions to do what you do better, smarter, and more efficiently.

Welcome to 2011. Welcome to another year of terrific content and thought-provoking commentary from *TJE*.

[Rita R. Handrich, Ph.D., Editor](#)

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